PLANTERS ALONG MAIN MALL OF PARKDALE PLAZA GIVE CENTER A PATIO ATMOSPHERE

Parkdale Plaza Shopping Center Sets Grand Opening Thursday

Twenty-six completed stores and service outlets, including three department stores, will officially open with the ribbon cutting at Parkdale Plaza Shopping Center at 10 a.m. Thursday. The center is the city's largest suburban shopping area.

Four others are under construction and will open within the next two months. Remaining locations are in various stages of lease negotiations.

Parkdale Plaza's list of tenant stores points up the modern trend of established merchants toward large suburban shopping centers.

Two of the three department stores, J. C. Penney's and Lichtenstein's, have been in the center of downtown shopping for many years. The third, White's hardgoods department store, opens its first Corpus Christi store in Parkdale Plaza. Many of the other stores also operate downtown.

Largest Store

Largest store in the center is Penney's, which occupies a complete building at the northeast corner of the cluster. Penney's has been one of the leaders among national chains in the establishment of stores in large suburban shopping centers. Each Penney's store in a city is a completely independent operation.

Penney's Parkdale Plaza store is "the most modern and complete Penney's store in the entire chain of 1,731 stores," according to a report from their New York office. It will feature quality merchandise and fashion items.

New to City

Second largest store in the center is White's. This hardgoods department store is the newest in a chain of 180 operating in the Southwest with home offices in Wichita Falls. It will carry a complete range of merchandise for the home, sportsman and car in 99 departments. White's is the only Parkdale Plaza store with a second floor, which will be occupied by the furniture department.

Neisner's variety store, first of this nationally known chain to open here, is located midway on the main mall, will carry "practically everything" a man, woman or child needs daily. Occupying the third largest area, it has entrances on the Staples Street mall and on Gollihar. Neisner's features savings on better merchandise in notions, furnishings and wearing apparel, and also has a popular lunch counter.

Giant Food Market

HEB Food Stores' giant supermarket in Parkdale Plaza will have the largest store space in their entire chain. It will feature unusual and dietetic products along with established HEB lines. The fish, cheese and fancy imported party foods departments will introduce striking new items to this area.

Lichtenstein's, a familiar name throughout South Texas, will open its third department store in Parkdale Plaza. This store has been termed a spectacular "showplace" by sub-contractors working on the store. A beauty salone, with nine styling stations, will be located on the mezzanine of Lichtenstein's Parkdale Plaza store.

Walgreen Drug store in Parkdale Plaza will be almost double the size of the downtown Walgreen's. The new store will feature more than 25,000 different items on self-service counters in the 10 departments of the store. Push-cart service will be available in the departments, which will include drugs, cosmetics, baby goods, liquor, garden equipment, camera equipment. A large section of the store is devoted to the cafe area and fountain counter.

Well-Known Firms

Richardson's Shoes and S&Q Clothiers, both well known in this area, also will double the space of their downtown stores at their Parkdale Plaza locations, which are side by side on the main mall of the center. In addition to the quality men's wear carried by its downtown store, S&Q Clothiers is emphasizing its large boy's and students department at Parkdale Plaza. Here again is a store with strikingly different fixtures.

Richardson's Shoes, which was established here 26 years ago, will have a complete family shoe store at Parkdale and will carry the same nationally known brands as are carried by the downtown store. With entrances on both the South Staples central mall and Gollihar, it is divided into three open sections, men's to the left, women's to the right from the front mall and the children's near the Gollihar entrance.

Shoes for all members of the family also will be offered by Thom McAn and Margolis Shoes.

Thom McAn, is operated by Melville Realty, largest shoe chain operation in the country, will have its larger store in Corpus Christi at Parkdale Plaza. The new store will be the only Corpus Christi Thom McAn with a family operation, offering men's, women's and children's shoes.

New Name

Margolis Shoes, first store connected with the Poll Parrot Shoe Store chain to operate under the name of Margolis, will emphasize teen styles as well as childrens and adults. This chain has long been known for its specialty in the correct fitting of children's shoes. The store will have departments for young people, and women and teenagers, and men and students. A complete line of shoes and costumes for dancing students will be carried by the store.

Mangel's, which is opening its third and largest Corpus Christi store at Parkdale Plaza, features popular priced ladies' and children's appareal of good quality, fashion and workmanship. The chain, which operates 30 stores in Texas, is in its 50th year of operations.

Charm Fashions will offer moderately priced women's apparel, sports wear, lingerie and accessories at its Parkdale Plaza store. A downtown store of the chain was opened here last year.

Gift Specialties

The Toy House, operated by owners of the Toy House at Six Points, will feature gift items from all over the world, in addition to toys of all prices. Saleswomen in this store will all be grandmothers who understand the interests of children. The gift section, which comprises one-fourth of the store's floor space will specialize in accessories for the home and unusual gift items.

Parkdale Grill, located on the central mall of Parkdale Plaza, will provide both interior and exterior dining facilities for patrons. The continental style Sidewalk Cafe, on the mall in front of the restaurant, will have coffee and pastries in the morning hours and will offer a complete menu after 1 p.m. each day.

Facing the Sidewalk Cafe across the mall is Town 'N Country's Parkdale Fabric Shop, third store in this local chain. Women who sew will find an outstanding selection of fine fabrics at bargain prices through this store's policy of personal buying trips.

Fourth for Culli's

Culli's Camera Stores fourth store will be located in the southeast corner of Parkdale Plaza's main building, opposite HEB Foods. It will offer a complete line of photographic and optical equipment along with a portrait studio. A separate department offering greeting cards is incorporated.

Texas State Optical offices at Parkdale Plaza, their second in the city, is one of the most beautiful interiors in the center. Included are special areas for eye examination, frame fitting and styling, dispensing, reception and credit.

Across the service mall from Culli's is Warehouse Liquor, offering wines, liquors, beers and mixers by the case or bottle. This store also features a low-priced rental of a portable bar and party glasses of all sizes for small gatherings as well as larger parties.

Fancy pastries and baked goods of all kinds will be available next door at the Parkdale Pastry Shop, operated by the owners of Six Points Bake shop.

New Service

At the Gollihar end of the service mall, Peerless Cleaners and Laundry introduces drive-in window service to the cleaning industry of Corpus Christi. It will be especially convenient for drivers using the drive-in windows of Parkdale State Bank which will open direct across the mall about June first.

Parkdale Plaza Barber Shop, located next door to Culli's, will have six barbers and a manicurist. Operated by Jim F. and Joe W. Kanipe, brothers who have been barbering here for the past 16 years, the six-chair shop will equal the largest in town.

Last lease signed by a store which will be completed for the opening ceremony belongs to High Fidelity, Inc. which will carry regular phonographs and records as well as all kinds of high fidelity equipment and repair service. Home call repairs will also be made by store employees.

Lewis Boggus motors Parkdale Plaza Show Room will feature a complete line of new Fords in the unit between the exhibit area and the play area.

Under construction now are Lester's Jewelers, The Light Shop, Parkdale State Bank, Hending Nursery, a beauty salon, and seven other stores with leases still in negotiation.

Parkdale Plaza stores are arranged in a mall plan completely surrounded by parking space.

McLendon Engineer For Parkdale Center

Civil Engineering for the construction of Parkdale Plaza shopping center was done by H & M Engineering Co., McClendon and Associates, consulting engineers of Corpus Christi.

William W. McClendon is the owner of the firm which was associated, locally with Irving R. Klein and Associates of Houston, consulting architects on the project. He graduated from A&M college as a civil engineer with the class of 1910.

McClendon has been a member of the American Society of Civil Engineers for the past 40 years and at their meeting in Corpus in 1955 was elected a life member to the society. He is also a member of the National Society of Professional Engineers and has held offices on a local and state level in both societies in Houston, where he lived prior to coming to Corpus, and in Corpus. He was the first President of the Corpus Christi Engineers Club.

In Valley

During the time he was in college, and immediately there after, his work was exclusively in the Valley area along the Mexican Border from Brownsville to Rio Grande City.

In 1912, he went to Fort Worth as assistant paving engineer and in April of that year married Prince Jewell of Fort Worth and will celebrate his 45th wedding anniversary this year.

McClendon moved to Mineral Wells from Fort Worth in 1915 where he organized his own engineering firm known as William W. McClendon Consulting Engineer. The firm has continued in business uninterupted since that time with McClendon as its directing head.

While in Mineral Wells, he was engaged in highway and municipal work designing and building numerous water and sewer systems as well as highways and streets in the West Texas area.

East Texas Office

In 1923, McClendon opened a branch office in East Texas extending his operations on highways and municipal work, water and sewer systems and street pavements throughout that area. The cost of construction ran into multi-millions of dollars.

In the early part of the thirties, McClendon sold out his Mineral Wells office to a former employee, maintaining the East Texas office and opening another office in Houston at which time a partnership was formed with one of his classmates at A&M who has since died.

He operated both the East Texas and Houston offices until World War II broke out at which time the East Texas office was closed. All operations were confined to the Houston office and an association with several other engineering firms in the construction of Army Camps throughout the state, notably Camp Bowie at Brownwood.

On completion of his wartime activities, in 1944, McClendon opened his Corpus Christi office, directing the affairs of both the Houston and Corpus offices and dividing his time between them.

Made Home Here

In 1946, McClendon and his wife established their permanent home here. In 1949, he sold his interest in the Houston office to his former associates.

McClendon's firm, and other firms which have been associated with him, have also engaged in the construction of housing projects in various cities throughout Texas and adjoining states. Locally they designed Buccaneer Gardens and the Laguna Shores project at the Naval Base as well as improvements in Chase Field at Beeville.

McClendon is a Mason and has been a member of the Rotary Club either in Corpus Christi or in other cities for a period in excess of 30 years and was a former president of the Rotary Club of Corsicana. He is an Episcopalian and a member of All Saints church. He is now president of the Corpus Christi branch of the American Society of Civil Engineers and is active in the Society of Professional Engineers. He and his wife live at 926 Grant Place except on weekends and during the summer months when they take advantage of their home at Fulton Beach where both Mr. and Mrs. McClendon enjoy fishing as a hobby.

'FIRSTS'

One-Stop Shopping Featured

Construction of Parkdale Plaza Shopping Center encompasses a number of "firsts" in this area.

In itself, Parkdale Plaza is the first shopping center to be constructed in South Texas as a "regional," rather than "neighborhood" shopping center. The regional center offers shoppers the opportunity to make a one-stop shopping trip to buy all material needs for everyday life. The concept of the regional center also provides ample free parking space for shoppers.

Another first for South Texas brought by Parkdale Plaza is the mall-type architecture of the shopping center. Stores in the center are clustered around wide malls, which offer spacious pedestrian "streets" away from dangers of moving vehicles.

Glass mosaic murals, which Lichtenstein's commissioned Mary Sloan, local artist, to do for their Parkdale Plaza store, will be the first glass mosaic murals used in department store architecture in the United States.

Street lighting for the parking area at Parkdale Plaza will be the first of its type of installation in this area. Mercury vapor, color corrected, lamps will provide 76,000 watts of illumination for the parking area.

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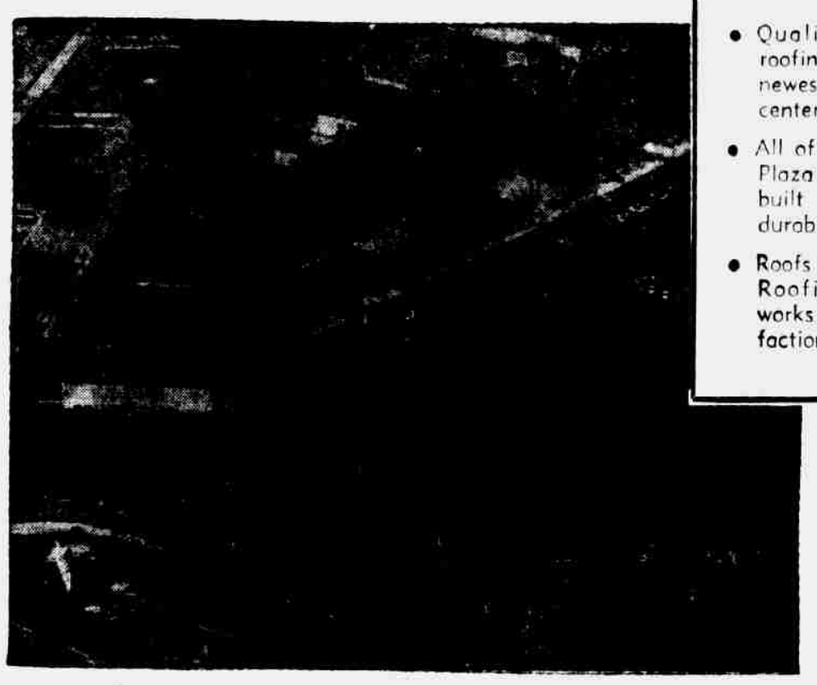

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